

WHAT YOUR WALLET SAYS ABOUT YOU



NOW AND TOMORROW

What is a wallet? New technologies are making this question more difficult to answer every day. A recent American Express study reveals how US consumers choose to pay for everyday things and how they feel about new forms of payment.

RESEARCH UNCOVERED THAT THERE ARE THREE COMMON TYPES OF PAYMENT STYLES TODAY:

THE TECHIE

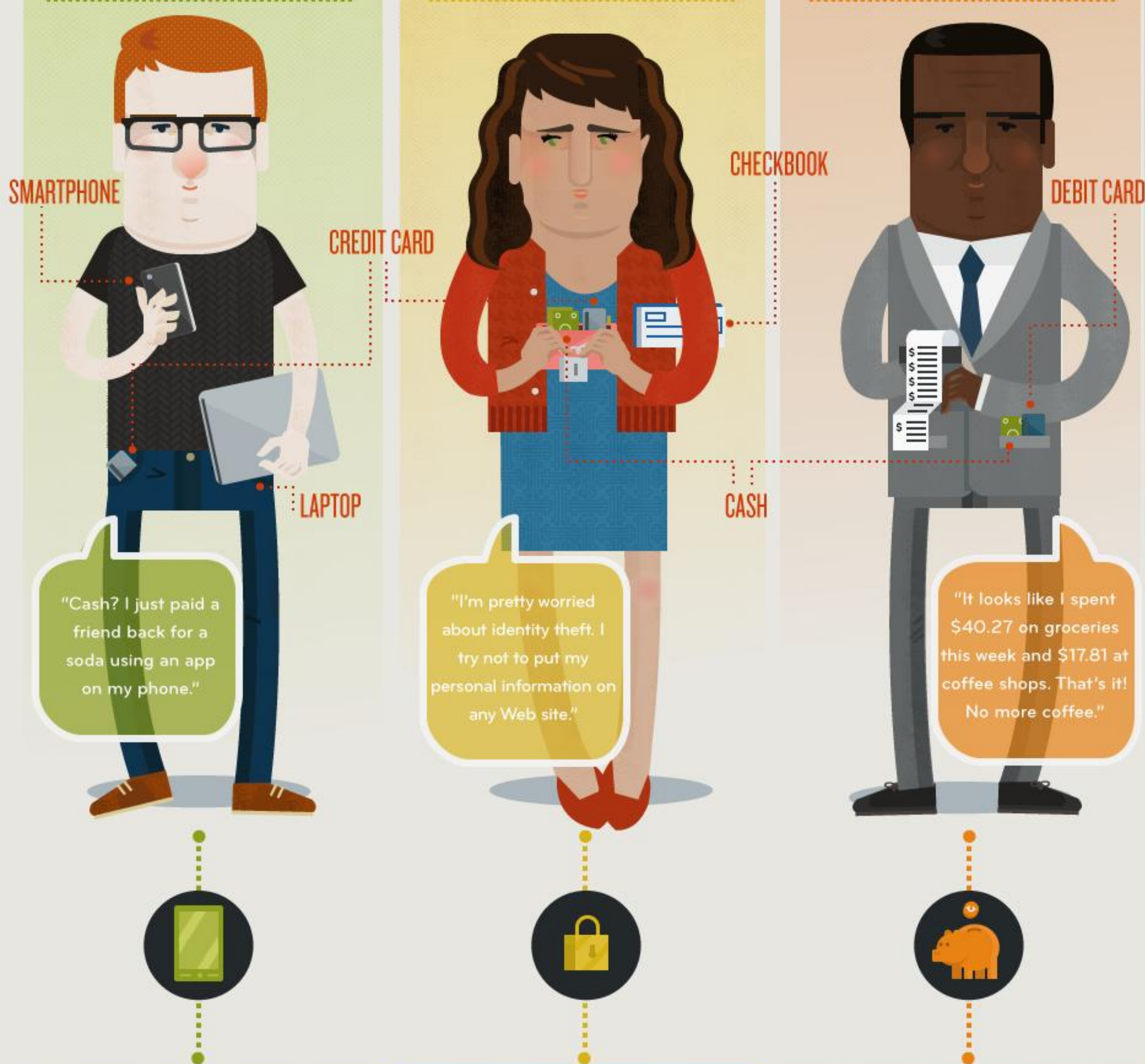
Early adopters who are excited about new methods to pay for their purchases. They'll use whatever system is most convenient.

THE SECURITY BUFF

Those who are security conscious and do not trust the new methods because they're afraid their information may get into the wrong hands.

THE BUDGET BOSS

They are afraid that new methods will encourage them to spend more. In order to better control their spending they consider cash and debit to be "king."



2007
JAN

CHANGES OVER THE PAST 5 YEARS

2012
JAN



30% of people claim to use **online payments** more often.

16% claim to use **mobile apps** often.



Checks showed the steepest decrease in usage over the past five years with 49% of respondents claiming to use checks less often.



25% claim to have used **cash** more often over the past five years.



ATTITUDES



35%

35% indicate it's easier to track expenses when they avoid using **cash**.

69%

69% would not feel secure having payment info on **social media**.

57%

57% say cash prevents them from **spending** more than they intended.



PREFERENCES



41%

41% prefer to bank online than go into a branch, suggesting convenience outweighs concerns over **online transactions**.



62%

62% prefer financial services institutions take the lead in developing new payment methods, over **wireless providers** (7%), **internet companies** (5%), **phone manufacturers** (5%).

28%

28% of consumers wish they had a better way to help **budget their money**.



ON NEW TECHNOLOGY



35%

35% want to try new forms of payment like **digital wallets**, **P2P**, and **near field communication**.



83%

83% of consumers listed **security** as the most important factor.



62%

62% of consumers listed **fees** as the second most important factor.



PAY

HOW YOU'LL PAY TOMORROW

TMRW



You're already ahead of the curve. If you haven't yet, try out a **digital wallet**.



We get it- you're scared, but there's a world of convenience out there. Perhaps start by trying a **peer-to-peer service** that lets you pay back your friend via email from a **secure, prepaid account**.



Perhaps try a **prepaid card** that lets you monitor your budget online, get additional cards for family, and get text alerts when you've exceeded budgets.